

BID MISSION STATEMENT – “A volunteer-led committee promoting the economic growth and resilience of businesses through marketing and beautification while maintaining the unique and authentic character of the Business Improvement District.”

ATTENDEES

PDA Board: Danielle Stroble (Kelle Street CoWork), Elizabeth Clary (Alchemia)

PDA Staff: Elisa Seppa

City Staff: N/A

Guests: N/A

Merchants: John Oyarzun (Easy Rider), Dan Bleakney-Formby (Jupiter Foods), Joey Reed (Redwood Empire NECA)

- **CALL TO ORDER**: The meeting was called to order at 8:33am.
- **INTRODUCTIONS MADE / REVIEW OF BID & PDA**
 - The BID Advisory Committee determines how to utilize BID funds and initiatives, and encourages merchants to invest in the BID as it is an opportunity to implement changes. BID meetings are for merchants to have an open space for dialog, and to express and discuss concerns which will then be addressed by the PDA Board.
 - The PDA Board approves of and implements the initiatives of the BID. PDA Board meetings are procedural and occur twice a month – one general meeting and one meeting focused on events produced by the PDA.
- **DISTRIBUTION OF PREVIOUS MEETING MINUTES**
- **UPDATE ON BID BILLING / BUDGET / UPDATED LISTS FOR 2023**
 - Danielle and Elizabeth will be taking lead on handling the BID money and reports.
 - As of December 2022, 75% of the BID funds have been collected.
 - Assessments will take place in January 2023.
 - Historically all BID correspondence and collection of funds has been via mail. BID funding requests are now being sent via email, and an online payment portal has been implemented with the hopes of increasing communication and funds collected.
- **CURRENT INITIATIVE UPDATES**
 - **Pedestals / Historical Signs** (Karla); **Utility Box Art** (Lorraine, Elizabeth); **Downtown Planters** (Estuary, Jupiter, Seed Bank) – Updates at next meeting. Plans to create increased organization and visibility across all BID initiatives.
 - **Wayfinding** (Elizabeth) – Artaluma will be presenting a proposal at a future BID meeting.
- **2023 UPCOMING EVENTS**:
 - **Commercial Property Owners Meeting – 1/25** The Commercial Property Owners Meetings will recommence 1/25. Anyone who is a commercial property owner is encouraged to attend.
 - **PDA Annual General Meeting – 2/8** PDA Board elections will occur at the Annual General Meeting (AGM) on February 8. The PDA Board has two openings. Merchants who are active BID members have received invitations to vote for Board members they feel would be beneficial and help provide equal representation of businesses in Downtown Petaluma.
 - **Butter & Egg Days Parade and Festival – 4/22** The Butter & Egg Days Parade and Festival and the Spring Antique Faire have historically been held on the last IIII weekend of April. As a trial run for this year, the events will be held on separate weekends as the majority of merchants surveyed and the PDA Board voted in favor of doing so.

- **Petaluma Spring Antique Faire – 4/30**
 - **Summer Sidewalk Sale – Summer, dates TBD** A survey will be conducted to determine what time of year the downtown merchants would like to have the Summer Sidewalk Sale (historically held at the end of July).
 - **Arts Alive – 3rd Thursday of every month** The goal of these events is to bring together the arts community and businesses to increase visibility of the arts in businesses. Petaluma Businesses are welcome to participate. Coordinated by Artaluma and the PDA. Interested businesses and artists may apply through the PDA website. Request of a 3-6 month commitment. A list of artists to pair with businesses is being created.
- **OTHER:**
 - The downtown street pole banners have been switched from seasonal / holiday themed to general welcome banners.
 - Discussion on homelessness and people sleeping on streets / storefronts. The new Petaluma Police Lieutenant will attend the February BID Meeting to address best practices and safety measures.
 - Discussion on the need for clarification of roles and responsibilities for public spaces (parking garages, graffiti, reporting, etc – property owners, merchants / renters, SAFE Team, Downtown Streets Team, City, Police, etc). Request for the development of a directory for merchants to address specific issues (proper protocol, contacts, clarification of responsibilities, expectations, potential fines, City mandates, etc).
 - Discussion on the impact of event traffic for downtown businesses including – ways to better direct the flow of traffic; implementing a shuttle system (possibly from junior HS / engage Petaluma Transit); promotions for businesses before, after, and the surrounding days.
 - More information to be provided from the PDA at the next meeting regarding sponsorship information and opportunities for local businesses during downtown events.
- **MEETING ADJOURNED:** 9:24am
- **NEXT MEETING: Tuesday, February 21, 2023**
(Keller CoWork / evening meeting time)